

Carolina Farmer

NORTH

RURAL ELECTRIC MAGAZINE

BIG MARKET FOR EGGS

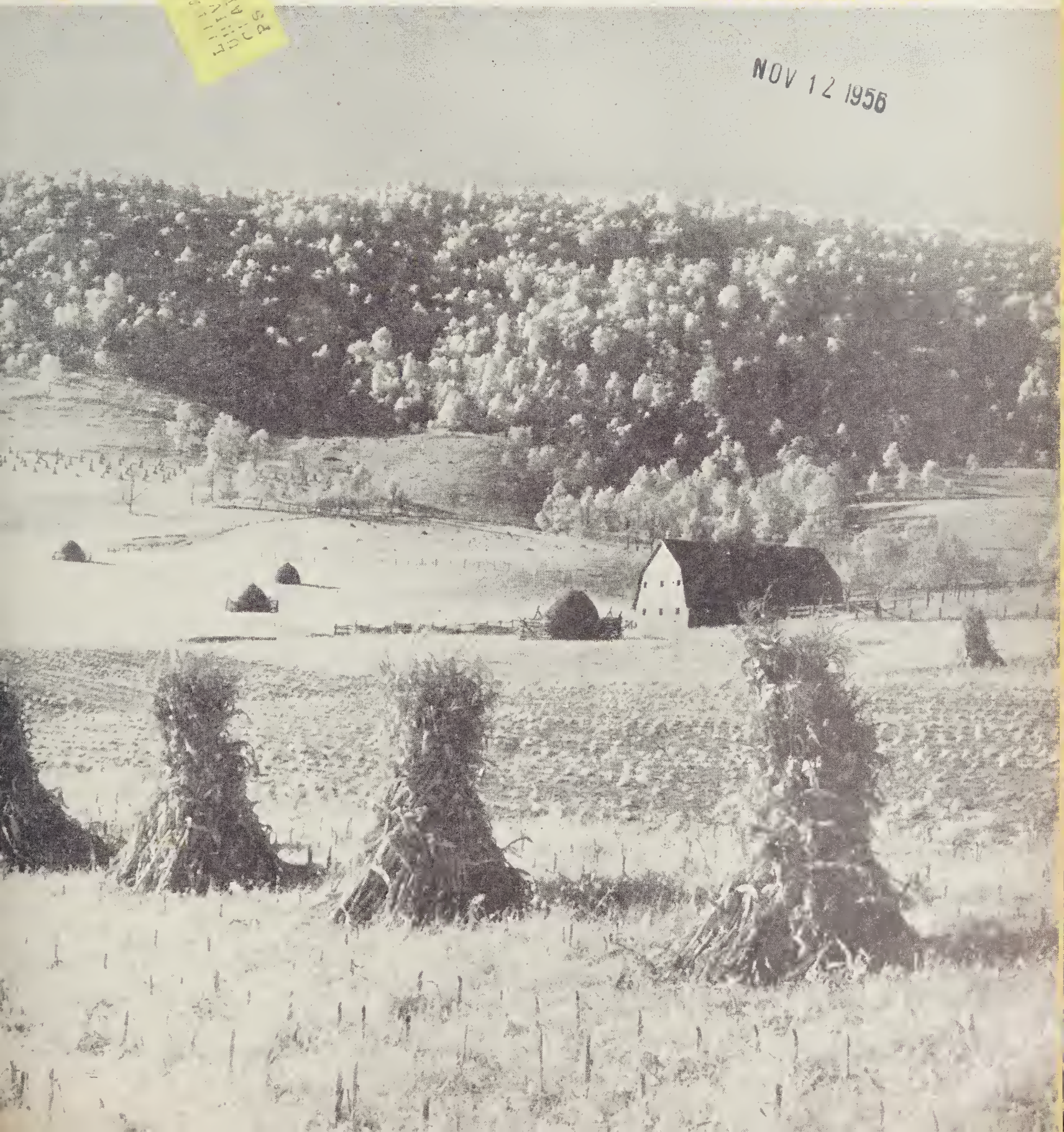
A lesson in selling

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NOVEMBER, 1956

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the Carolina Farmer

NOVEMBER, 1956

Volume 11

Number 11



J. C. BROWN, JR., Editor

REBEKAH RIVERS, Assistant Editor

LYNN BRUNSON, Editorial Assistant

THIS MONTH E. Y. Floyd calls for a drastic cut in tobacco acreage in the "Opinion" column on page 5. Farmer Floyd probably knows more about the tobacco program than any man in the state . . . on page 7, Dr. C. P. Libeau, Extension marketing specialist, discusses the chain stores' big egg market . . . CF takes its readers to Sampson County on page 10 to meet the folks who belong to the Mingo Grange, winner of the N. C. Grange's Community Service Contest and adjudged one of the top 10 Granges in the nation.

THE COVER—Max Tharpe's magic camera eye catches the autumn beauty of a mountain farm in Ashe County—the last vivid beauty of the reds and golds of the tree leaves before they tumble to the ground to make way for the white and silver splendor of the snows which will soon adorn the branches in their stead.

OFFICIAL PUBLICATION

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WILLIAM T. CRISP, Executive Manager

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Is Homemade Pie Un-American?

"JUST ONE REASON," demanded our desk-pounding friend. "Give me one reason why a farmer should be in the power business. No, you can't, can you? The farmer ought to buy his power from a profiteering power company."

You mean *profit-making*, we told him, stalling for time to narrow it down to just one reason.

"Socialism," he muttered. He had just come from a civic club meeting where he heard the "inside story" on farmer-owned electric co-ops from one of the slickest power company drum-beaters in the business. And just the day before he had lost a good insurance prospect to an agent for a mutual (co-op) company. (The mutual man, it turned out, sold the prospect while our friend was taking his Wednesday golf lesson—an underhanded bit of salesmanship if we've ever heard of one.)

"Un-American!" he called it.

We quieted our overwrought buddy with the thought that we'd cancel out our policy with him and buy from a mutual company if he didn't grant us equal time to give *several* reasons why the farmer is in the power business. He yielded under threat of competition.

First, we pointed out unkindly, it is quite clear to us that your wife cuts your hair. Does that make you a socialist?

"Can't find a barber I like," he grumbled. "Besides, a dollar and a quarter's too much for a haircut."

Then you'll sympathize with the farmer. We explained that before REA came along and lent farmers the money to build their electric systems, they could seldom get power at any price. The private companies just didn't see any profit in the farmer, and power companies are established for profit.

"WHAT'S WRONG WITH PROFIT." He eyed us suspiciously.

Not a thing, we said. Profit is a legitimate motive, and it works beautifully in a free enterprise, competitive system, but when it's the motive of a monopoly, it undermines our whole economy and hurts everyone but the monopolist.

Thus, the profit motive in the hands of the utility monopoly left 96 per cent of North Carolina's farm families

without power. How would you like to live without power, we asked?

He shook his head, and we reminded him that the farmer wanted electricity for more than convenience. Power meant he could keep pace in a competitive world. He could do many jobs cheaper and faster with power; he could make more profit from his farm and spend more money on, well, insurance.

He bowed his head in brief respect. "O. K., so the farmer should have electricity, but the power companies serve more rural customers than the co-ops. Admit it!"

Glad to. The year after REA was born, North Carolina power companies got to work and built nearly four times as many miles of rural line as they had in all their previous history. The threat of competition got them off the golf course, so to speak.

"Low Blow," our friend murmured. We apologized and touched gloves.

"But don't the power companies have lower rates than the farmers' co-ops?"

ONLY IN CERTAIN INSTANCES, but the power companies picked off the customers that they could serve the cheapest, and left it to the co-ops to serve the ones who were costly to get to. The co-ops have only four rural customers to the mile of line, while the private companies have about 10.

"You can't make a profit like that," he retorted.

Exactly, the co-op wasn't organized for a profit. It came into being to render a service, but don't forget this: One of these days soon, the farmer will be getting power cheaper, for like any honest businessman, he is paying off the money he borrowed to build his electric system, and he's paying ahead of schedule.

"Ah, ha!" exclaimed our friend. "So your co-ops borrow money from the government."

And they pay it back, *with interest*. You can't say that about some *power companies* we could mention.

"O.K., O.K., the farmer belongs in the power business," he conceded, "but you've got to admit that those mutual insurance companies are downright-downright—"

Competitive, we offered? But it wasn't the word he was looking for

THE CAROLINA FARMER

In the **Opinion** *of*

E. Y. FLOYD

Director

Plant Food Institute of North Carolina & Virginia



A DRASTIC CUT MUST BE MADE IN FLUE-CURED TOBACCO FOR 1957

LOOKING at the tobacco situation for the whole area, which includes Alabama, Florida, Georgia, South Carolina, North Carolina, and Virginia, a number of factors have changed the balance of supply and demand and piled up nearly a three-year stock of tobacco.

The tobacco farmers, in trying to help themselves, agreed at the beginning of the quota program in 1938 that they wanted 90 per cent support for their tobacco at the markets. They have continued this each three years since 1940 in elections provided by law. It is then the Secretary of Agriculture's responsibility each year to announce quotas that will keep production in line with consumption.

There are several things that have happened which helps explain the plight that farmers are in: First, the over-all production of flue-cured tobacco has increased almost consistently since the beginning of the quota program. Of course, this was expected since farmers used uniform land, higher fertilization, and greater yielding varieties, and took better care of the tobacco from seeding until marketed.

The yield has more than doubled since the beginning of the quota program.

Second, foreign trade, as well as domestic trade, insisted on a bright, thin cigarette tobacco. Farmers made every effort to produce what the over-all trade demanded. In 1954 and 1955 when some advertisements flashed the cancer scare, filter tip cigarettes came on the market. Irrigation played an important part in the production

of tobacco on farms where adaptable. These among other things started a change in the buying pattern on the auction market. The light cigarette type tobacco of high quality was not needed as badly in the filter tip cigarette as in regular cigarettes. Leafy tobacco, high in nicotine and of a different quality, became more important to domestic manufacturers. This type of tobacco had been used over a period of years by the export trade, since it was always known to be high in aroma and flavor. This change in buying pattern caused competition in many grades, where there has been only export demand.

Third, in the manufacture of filter tip cigarettes a larger percentage of stem and scrap tobacco can be used. This makes it possible for manufacturers to give to the consuming public more cigarettes with less leaf tobacco than they could prior to 1953.

Fourth, if the synthetic process of making tobacco develops in cigarettes as it has in the cigar trade, the need for real tobacco will be reduced again.

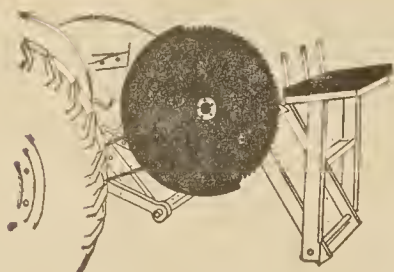
Farmers are faced with (1) a three-year supply of tobacco stocks, (2) a change in the buying trend, (3) less tobacco and more stems used in cigarettes, and (4) synthetic tobacco and other situations that throw the supply out of line with demand.

In order to keep 90 per cent of parity for tobacco in 1957 and receive a favorable price, a drastic cut seems inevitable in 1957. The law will determine how much that cut shall be.

E. Y. Floyd

This column is designed to bring our readers a responsible opinion on matters of concern to them. You may or may not agree with the ideas expressed here, but we feel this is an opinion you can respect. It is not necessarily the opinion of the editor on this subject.

FARMING



WINTER CHORES: A high school boy built this tractor-mounted buzz-saw for on-the-spot operations, and the plans have been offered to farmers. If you're interested, you can get specifications and list of materials by sending 10 cents with your name and address to the Lincoln Arc Welding Foundation, Box 3035, Cleveland 17, Ohio. Ask for Buzz Saw Plan No. 5514.

If you want to build your milk base for next fall, now is the time to breed your cows. T. C. Blalock, extension dairy specialist, says don't try to change the habits of winter or spring freshened cows, but work on the heifers. Breed them to freshen in late summer or early fall.

TOO MUCH RAIN has hurt cotton and peanut growers this fall. The drippings from a dying Hurricane Flossy cost Cleveland County farmers about half-a-million dollars. Some growers complained of price drops as much as 8 cents on muddy cotton. One mill owner agreed with farmers that such a reduction wasn't warranted. A one-cent penalty would be more realistic, he thought.

Among the things cotton growers can do to get the best price is ask their ginner to send samples to the government classing office at Raleigh. Don't sell until you get your grade and staple report, and when you do sell, make sure you know the competitive market price for your grade and staple. You will also want to get at least a couple of bids on all your cotton, and compare market price with loan rate.

RETIREMENT-AGE is nearing for

many North Carolina farmers, and they can often increase their social security benefits through managing their incomes. C. R. Pugh, a State College economist, points out that the base for benefits is determined by the amount of taxes you pay. If you are approaching 65, and will have been covered for two years by the end of this year, it will likely be to your advantage to boost your income as high as possible before the year is out. You may consider selling timber or livestock now instead of waiting. If you are trying to build income for social security, examine Soil Bank benefits closely before entering an agreement. Your county agent can help you find out how to get your greatest social security returns.

When a cow was knocked-out by lightning, a Wisconsin meter reader saved the day by giving artificial respiration. It's done by pumping the animal's front legs.

IN A FEEDING TEST at the University of Minnesota steers with stilbestrol added to their ration returned an average of \$34.84 per head over feed costs, compared to \$17.84 for steers getting exactly the same rations as the other steers but no stilbestrol. Both groups of steers got 70 per cent barley and 30 per cent oats in a ground grain ration, along with soybeans meal and hay. It took 9.37 pounds of ration to produce a pound of gain on steers in the stilbestrol lot, compared with 10.7 pounds to produce a pound of gain in the non-stilbestrol group. Also, the report says the stilbestrol-fed steers dressed out almost 2 per cent higher and had carcass-grading a little better than the non-stilbestrol steers.

FOR BETTER FENCES: USDA engineers at Beltsville, Md., conducting experiments with portable electric fences have found that conventional porcelain insulators are not altogether satisfactory in wet weather. Insulators made of materials such as polyethylene have about one-tenth the surface leakage of porcelain insulators.

Rural Electricians Ask Lobbying Controls

A Senate committee examining corrupt lobbying practices last month heard evidence that multi-million-dollar propaganda campaigns were fostering the growth of legalized monopolies.

Clyde Ellis, national spokesman for the rural electricians, recommended that the committee expand its study of legislative influence into the following areas:

1. Direct influence in the form of information, propaganda, and personal contact by power company officials, employees, engineers, and lawyers.
2. Direct influence through organizations formed and controlled by the power companies.
3. Direct influence through persons and organizations whose earnings are tied to private power.
4. Indirect influence exercised by power companies through contributions, membership fees and activities in large, powerful civic organizations.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF The Carolina Farmer, published monthly at Raleigh, N. C. for October, 1956.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Tarheel Electric Membership Association, Suite 914 Commercial Bldg., Raleigh, N. C.; Editor, J. C. Brown, Jr., 1027 Gardner Street; Managing Editor, None; Business Manager, None.

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3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

(Signed) J. C. Brown, Jr., Editor.

Sworn to and subscribed before me this 26th day of September, 1956.

(Signed) Thelma W. Reynolds, Notary.

(My commission expires January 9, 1958).

Big Market for Eggs

Chain store warehouse sales look bright to North Carolina farmers who are willing to play by the buyer's rules.

One chain alone buys \$3 million worth of eggs a year at two warehouses, and local farmers are only beginning to share in the money.

Chains give preference to sellers who can deliver eggs year-round. A & P wants eggs in lots of 100 cases or more,

and prefers to deal with producers' associations. Will pay New York prices for half its needs at Raleigh warehouse, but if Tar Heels are to supply all of the demand, they must accept the lower Chicago quotations for part of their production.

This will mean larger flocks, fewer producers, and lower prices per dozen, but bigger profits.

By C. P. LIBEAU

Commercial egg producers in North Carolina have an excellent chance to multiply their profits by selling directly to chain store warehouses. The chains want to deal with farmers or groups who can supply plenty of good eggs year-round.

The untapped market has existed for years, but it fell sharply into focus recently when A & P held a meeting at Raleigh to explain its buying policy. The large turn-out surprised everybody, and dramatically demonstrated the keen interest farmers have in exploring new income possibilities. A & P revealed that its local warehouse needs approximately 2,000 cases of eggs a week, and is willing to buy half of them locally at New York "nearby" prices (the wholesale price paid in New York for eggs from nearby areas). In late October, North Carolina producers were supplying only 200 cases.

Charlotte's A & P warehouse, where egg volume is greater than at the Raleigh operation, has been buying eggs successfully from a few producer associations for several years. Direct marketing of eggs from producer associations to retail chain warehouses is a new, expanding development. It is one way of reducing marketing costs and giving consumers better eggs.

While the quantity of eggs sold by retail chains such as A & P, Colonial Stores and Wenn-Dixie increases, the volume sold by smaller stores and independents falls. Sales to chain store warehouses provide an expanding market.

If egg producers want to sell to the large wholesale outlets they must compete in prices and services. This means that knowledge of the chain store buying policy will help producers and producer associations com-

pete and gain a favorable place in a growing market for eggs.

Here are some of the A & P buying policies for eggs:

Volume. The A & P buyers prefer large lots such as 100 cases or more. Truckload lots mean less congestion at the warehouse and lower handling charges. When one transaction replaces a greater number of purchases, it reduces record keeping and writing of checks. Although the A & P warehouse has purchased deliveries as low as 10 and 25 cases, the buyers would like to have the number of cases per delivery increase. Competing areas outside of North Carolina deliver 500 to 600 cases per truck. This is merely one competing service in the egg market that local producers can overcome through associations of egg growers.

• The A & P warehouse manager
(Continued next page)

Sell Eggs for Less, Make More Profit

OLD SYSTEM NEW SYSTEM

	A	B
Number of hens	200	4,000
Annual rate of lay	180	180
Cases Per Year	100	2,000
Gross Income (case)	\$15	\$12
	(at 50c doz.)	(at 40c doz.)
Gross Income	\$1,500	\$24,000
Net Income	\$600	\$8,000
	(at \$3 per hen)	(at \$2 per hen)

prefers to buy from producers associations rather than many individual producers. An association can authorize its representative to receive payment for all eggs and distribute receipts among the members of the association. It is easier for a group of producers to assemble a larger quantity of eggs two or three times per week and deliver them regularly. This helps to maintain high quality and reduces the buyer's administrative costs. Each egg producer can be assigned a number for his individual container to facilitate record keeping.

The A & P warehouse expects regular, continuous and dependable delivery. At the Raleigh warehouse meeting, the A & P Southern Division representative said that producers who furnish a uniform-year-round supply will be given preference. They do not want to deal with the man who delivers his surplus occasionally. The A & P sells eggs each week all year and will buy from those who deliver supplies when needed. This is a service that is worth a price and it is furnished by competing sources of eggs.

Containers. Regular cases containing 30 dozen eggs with clean flats and fillers are preferred. There is a possibility that cases can be exchanged on an equal basis; however this must be discussed and agreed upon by the warehouse foreman and the egg hauler. When there is a surplus of empty cases, it is usually possible for the egg hauler to purchase them for a nominal fee regarded as the current market price.

The A & P prefers to use its own cartons. When money has been spent creating a preference for a branded carton it is not a usual practice to accept competing brands. To accept other private brands would amount to helping outside organizations to compete with the A & P egg brands. This would be equivalent to an egg

producers association merchandizing its competitors' branded eggs in competition with its own brand.

There are numerous brands of eggs sold in North Carolina. If one county association or several are permitted to sell an exclusive brand there may be as many others that will request the same privilege. After all, every owner of privately-designed brands claims that he has a premium egg.

• A majority of customers want a premium quality egg without paying premium prices. The great potential egg market for North Carolina does not exist in the premium price area. It exists where we can offer a better egg for prices that compete favorably with Iowa, Minnesota, and other commercial areas.

Quality. The A & P warehouse wants eggs that will average 90 per cent Grade A or better. Dirty or stained eggs are not accepted and will be returned to the association or producer.

It would be wise for commercial egg producers to obtain an egg washer and wash eggs correctly with a sanitizer and detergent especially prepared for cleaning eggs. Eggs should not be washed if they are not marketed promptly.

• An egg cooling room should be considered part of the standard equipment and investment for the commercial egg producer. Competing sources of eggs from areas outside North Carolina are taking effective steps to provide clean higher quality eggs.

Size. Large and medium eggs are requested; however, a limited number of pullet eggs have been accepted. The eggs must be packed in separate cases according to size (such as large and medium). Farmers could realize a higher price for their pullet eggs if they would supply special local retail outlets that would sell them continuously as an exclusive item.

Method of paying. Checks will be issued through the Charlotte warehouse within several days after delivery. The company prefers to write one check to the authorized representative of the producers' association.

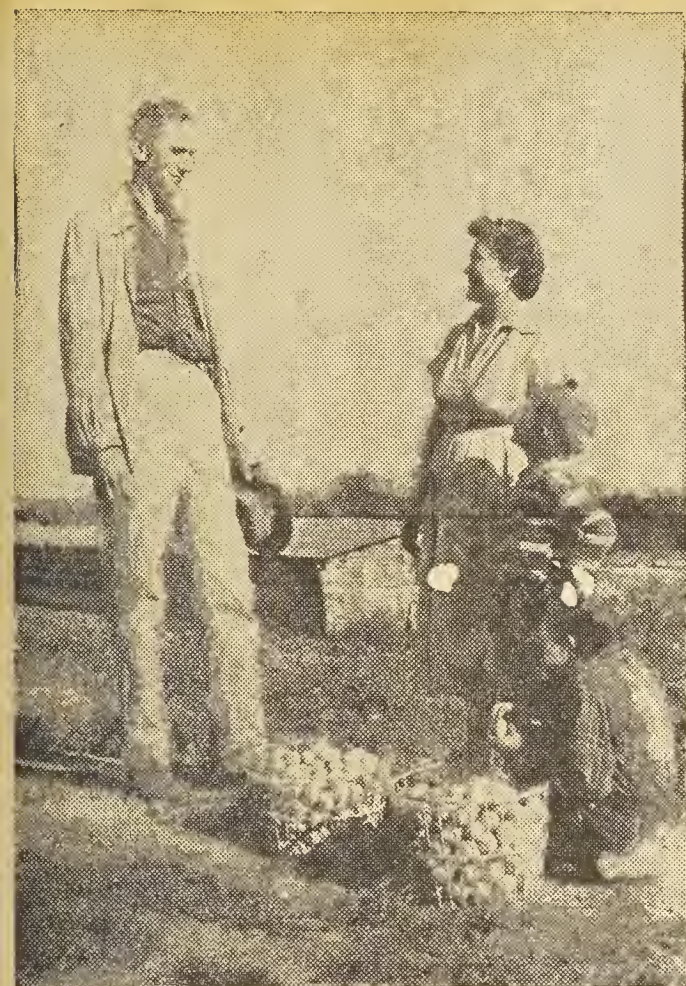
Pricing. The A & P has offered to pay prices corresponding to New York nearby quotations. New York quotations are usually higher than the Raleigh quotations in the summer when egg production is low, and lower than Raleigh temporarily in the spring when production is high.

On September 7, New York prices are quoted at 51 cents while the Raleigh quotation was 46 cents per dozen for large A eggs.

• When the producers visited the Raleigh warehouse, the district poultry representative was of the opinion that A & P could buy half of its 2,000 case volume on the basis of New York prices. If North Carolina associations want to supply all of the volume for the A & P stores, they must be willing to compete with Chicago quotations plus transportation. The Chicago quotations run lower than New York's.

The A & P stores find it necessary to compete in prices as well as quality in order to achieve high volume sales. Most of the wholesale egg price competition in North Carolina is based on Chicago prices plus transportation, instead of New York quotations. On September 7, when New York nearby prices were 51 cents per dozen and Raleigh quotations were 46, the Chicago prices were quoted at 46 cents for Grade A large eggs. If the A & P stores sold only high-price eggs they would lose volume in low-price eggs.

• More than half of the retail customers shop on the basis of price. A majority of egg customers do not pay
(Continued next page)



THE chain store market and an egg producers association has brought new blood into the economy of Cleveland County, long heavily dependent upon cotton for its farm income. Among those enjoying the rewards of this big, new market are some members of the Rutherford Electric Co-op, which operates in seven southern Piedmont Counties.

The producers association was organized two years ago, and now delivers 350 to 400 cases of eggs a week to the Charlotte warehouse, and gets New York prices for them. C. W. Rhoney of Vale, a Rutherford Electric member, hauls eggs twice a week for the 44-member producers association for 2 cents a dozen. He also accepts payment and keeps the books.

Egg producers have made many changes to sell on this new market, and all of them were for the good. D. E. Beam, president of the Fallston egg group, observes that "nobody ever graded eggs here before. Now they all do."

The job has been one of learning through experience. The association originally tried to carton its eggs, but now feel it is better to sell in cases and let the chain store retail the eggs in its cartons.

D. E. Beam, president of Fallston group of egg producers, talks over association business with Mrs. Gene Powell and sons David, 4, and Michael, 6. The Powells are members of the Rutherford Electric Co-op. Mr. Powell works on the third shift at Hudson Hosiery Mill in Shelby and Mrs. Powell helps tend to their 1,700-bird laying flock.

a premium for eggs even though they may be slightly higher in quality.

There is another reason why the A & P stores find it difficult to buy all of its supplies locally. The retail store sales vary in opposite relation to the local production pattern. When all the small farm flocks are laying in the spring, retail sales volume is reduced to a minimum. The retail sales volume declines from one-third to one-half from its season high to the spring low. The retail market outlets for eggs shrink in volume when we have the highest local egg supply.

The number of people producing their own egg supply in North Carolina is declining rapidly. Farms reporting eggs sold decreased 45 percent from 1950 to 1955. Yet the dozens of eggs sold increased 45 per cent during the same five years. If this trend toward larger flocks continues there will be about one farmer selling eggs in 1960 where there were four in 1950. This is the kind of progress that creates larger and expanding wholesale and retail markets.

- Increasing egg sales volume at retail stores in North Carolina is partly created by the declining egg producing operations. People who retire from egg production operations

become egg customers. The producers who remain grow larger in size and productivity. They obtain a higher output per hour, maintain better quality eggs, and achieve a higher income. If this trend moves fast enough, North Carolina farmers will be producing \$100 million worth of market eggs instead of \$50 million by 1967. However, it will be necessary to sell eggs at 40 cents per dozen to capture the wholesale egg markets under the present cost-price structure.

Is it possible to make more money selling eggs at 40 cents per dozen than 50 cents per dozen? The answer is obviously yes. As long as egg producers want a five-or ten-cent premium over mid-western egg prices they will never capture the egg volume in wholesale markets in North Carolina or out of North Carolina. We have gone about as far as we can go with high price eggs. To get the wholesale market volume it will be necessary to produce eggs that sell at lower prices. It can be accomplished with large commercial flocks but not with small flocks.

Producing eggs in volume at lower cost will open up additional market outlets now closed to higher priced eggs.

Some producers who want higher incomes can switch from 200 hen flocks to 4,000 hen flocks and sell at 40 cents per dozen to wholesale outlets instead of retailing their own eggs at 50 cents per dozen.

An egg producer can make more money selling eggs at 40 cents per dozen than he can by selling them at 50 cents per dozen if he can shift from position A to B as shown in chart.

The larger flock owner can afford equipment to maintain quality and uniformity in eggs that the small flock owner cannot justify economically.

If North Carolina producers compete for half the estimated volume at the Raleigh warehouse or 1,000 cases per week, the potential income would be \$12,000 per week with an average return of \$12 per case. This would amount to \$644,000 per year. If local farmers compete for all the volume the estimated annual farm income would be \$1,288,000. This just includes the Raleigh warehouse.

If North Carolina commercial egg producers can supply the Charlotte warehouse as well as the Raleigh division, the income from A & P may exceed \$3,000,000 annually by 1958.



Some of the planning committee members were Mrs. Dennis Butler, Mrs. Norwood McCloud, Oliver Manning, Mrs. Alton Jackson, Mrs. Hubert Jernigan, and Mrs. Wayne Lee.

MIRAC

By REBEKAH RIVERS

HELPING the needy has long been the practice of the people in the Mingo community of Sampson County. But when the local Grange kept a yearly record on help given to individual families in the community, the results were overwhelming.

All in all, the women of Mingo spent 500 hours in 1955 sewing for needy families, and devoted the amazing total of 5,000 hours to the care of the sick during the same year.

During 1955, the homes of four families in the community were completely demolished by fire. The people in the area collected food, money and clothing to help them get a new start. A Mingo farmer was rushed to the hospital for an emergency operation at the peak of tobacco planting time. When the news spread throughout the neighborhood, 15 people pitched in and set his tobacco in six hours.

At planting season last year, there was a death in one of the local families. Recognizing the need for help, the community organized, got 22 tractors to the farm, and within one hour prepared 35 acres of land for planting.

These are the people who belong to the Mingo Grange, which placed among the top 10 in the nation in the Community Service Contest sponsored by the National Grange and Sears-Roebuck. It stands an excellent chance of winning the grand prize of \$10,000 to be awarded later this month.

These are the people who completed 37 community improvement projects during the last year, and have as many

more in the planning stages for 1956.

"It all started with the need of an agriculture department in the local school," says Oliver Manning, agriculture teacher and chairman of the Grange public relations committee.

For 20 years the community had awaited a much-needed agriculture department, but no local or state funds were available to them. Last year, the people were told that they would be allotted an ag. teacher if they would provide the building.

Manning took the job before the building was completed. "I left a brand-new \$40,000 building in another section of the state to come here," he said, "because I knew these folks and I knew they'd get me a building."

And they did get him a building — in fact, they didn't stop until they had constructed and equipped one of the finest agriculture departments in Eastern North Carolina. The completed \$35,000 building stands adjacent to the Mingo School, and is considered by members of the Grange as the biggest of their improvement projects.

Fund raising for the building began with two barbecue dinners held simultaneously at the Mingo School and in Dunn. With this project, they earned \$1,100, which, according to Manning, "set them on fire."

This enthusiasm led to many more community suppers, womanless weddings, Halloween carnivals, scrap metal drives and other money-making projects, which netted \$3,087. Donations from individuals and business firms totaled \$2,500 in cash, \$2,500 in materials, and \$2,500 in labor. The Sampson County Board of Education added a \$7,000 appropriation, which

brought the total for one year's efforts to \$20,087.

Manning explains that the fund raising drives had more purpose than just the money-making angle. "Take our scrap metal drive," he illustrated. "This drive had a three-fold purpose: first, it rid the community roadside of junked automobiles and made it more attractive; second, it gave everybody an active part in the project; and third, it earned money for our building."

The Mingo people did not stop with the addition of an agriculture department. They found many other needed areas for improvement in the local school plant. The story of their school improvements is one that should be heeded by many a rural community. There folks have proved that a new building is not always necessary to have an efficiently operated school . . . that conscientious teachers, strong students, and a forward-looking community can, with the help of a paint brush, a little imagination, and a good many man-hours, turn even the most dilapidated building into a functional, attractive seat of learning.

Today, many of the remodeled classrooms in the Mingo School would do justice to the most modern school building in the state.

The community improvement project went into many areas other than education. During the year, 50 or 60 families installed baths. The remodeling of the homes of the Cecil Warrens, the Alton Jacksons, and the Wayne Lees are indicative of the extensive home improvement crusade the community underwent. Closets were added to

E of MINGO

homes, yards were landscaped, shrubbery planted.

A monthly health clinic which serves five communities was established by the Grange, with the cooperation of county health authorities. Already some 1,400 people have received medical care here. Grange members also gave many hours during the past year to the transporting of children from home to dentist.

For the young people, the grange employed a dancing instructor to give weekly lessons in the community, and teen-age dances were organized and chaperoned by Grange and non-Grange members.

In cooperation with FFA teams led by Manning, 20,000 seedlings were planted throughout the community in a beautification effort. Many more will be planted this year.

Safety contests were sponsored through the school; scholarships were

offered outstanding high school students; and efforts were made to improve the over-all scholastic standing of the local school.

One of the proudest achievements of the Mingo Grange is the part they played in the formation of the Cumberland-Sampson Telephone Membership Corporation. The idea for the cooperative was first born when Grange members invited R. R. Edwards, manager of South River Electric Membership Co-op, to meet with them and discuss plans for getting telephone service in this area.

The Grange members were the first petitioners for the cooperative, and today the folks are anxiously awaiting the installation of their telephones; the cooperative's cut-over into service is slated for December 2.

No one person will claim more orchids than another in the community's achievements. Everybody insists that



B. E. Jackson is considered the father of the Mingo Community. In the background is Wesley Methodist Church.

the story could not have been written had it not been for the words of each member of the community. Grange Master Hubert Jernigan explains it this way: "Cooperation, plus plenty and plenty of hard work, is the key note to our success." The word "cooperation" seems to echo throughout the area when anyone speaks of the last year's work.

Everybody felt a responsibility in the 1955 undertakings. Nobody was excluded, once the work began, from the pig-tailed first grader to her gray-haired grandfather. Everybody worked because it was everybody's community—and everybody's mighty proud today. One lady in the community did a tremendous amount of work in the educational phase of the program, even though she has no school-age children. Mrs. Norwood McLamb, when asked the reason for her interest, replied: "This is *my* community—this is where I live."

B. E. (Buck) Jackson is considered by his neighbors as the "father of Mingo." He's done a lot of living in this community—he's farmed its land, supported its churches, served on its school commission, and been a good neighbor to its residents. Proof of the esteem in which he is held in his community was the tremendous turnout a couple of years ago when he and his late wife celebrated their golden wedding anniversary: Some 700 people called that

(Continued on Page 16)



The Earl C. Warrens' kitchen received a face-lifting during the community improvement project. Warren is a member of South River Electric Cooperative.



Before You Wash—

- Sort
- Mend
- Remove Spots

AT THIS STAGE of our electric civilization nobody needs to be told that the modern electric washer is a marvel. But even the Godmother's wand had to be waved effectively before it could reveal the true perfection of Cinderella's ballgown.

So be it with your magic washer. Before you begin your weekly wash, several important laundry steps should be taken in order to achieve the highest results in laundry perfection.

First of all, no automatic sorter has yet been devised. You must continue for the time being to sort by hand—and sorting is one of the most impor-

tant steps in the laundry process.

Keep a roomy laundry basket available to all members of the family so that when the sorting procedure begins you won't have to chase around the house collecting the week's supply of soiled clothes. To ease the sorting task, use a high counter in the kitchen, or, if a counter is not available, a card table.

Sort soiled clothing in the following eight groups:

Fine linens, whites or fast colors. Wash this group five to ten minutes at a temperature of 135 to 150 degrees.

White or light colorfast cottons and linens. Wash lightly soiled pieces in very hot water for ten minutes. Wash heavily soiled pieces in hot water for fourteen minutes. Wash batiste, dimity, organdy, and percale pieces in hot water from 3 to 5 minutes.

Pima cotton and sateen. Wash in medium hot water (110-120 degrees) for 5 minutes.

Rayon, silk, lawn, cotton lace. (Also

included in this group are elasticized and embossed cotton, metallic-print cotton). Wash in 90 to 100 degree water from 3 to 5 minutes.

Nylon, Fiberglas, Orlon, Dacron. These man-made fabrics have varying laundry peculiarities. Usually, on ready-made clothing, laundry directions are given. If you would like specific details on these fabrics drop a note to the Laundry Division, *Carolina Homemaker*, Box 1699, Raleigh.

Dark colorfast cottons and linens. Wash in hot water from 5 to 8 minutes.

Heavily-soiled work or play clothes. Wash in hot water for 14 minutes.

Wool: blankets, socks, sweaters. Wool, too, must be handled in various ways, depending upon the shape of the article, the weight of the wool, etc. Directions for wool laundering can also be requested from the above address.

After the sorting procedure is completed, take the proverbial stitch in time. A small rip in an article can become a major mending problem

The Carolina Homemaker

EDITED BY REBEKAH RIVERS

after handling it throughout the washing period. Sew straps, loose buttons, and small rips as you notice them in your sorting.

Don't forget to remove any buttons, shoulder pads, and other trimmings which might be damaged in washing. Close zippers before putting them in the machine so they won't catch and snap other articles. And be sure all pockets are emptied.

Now is the time to very, very carefully remove stains from clothing. But be sure you know what you're doing before you begin this job. Most complete cookbooks have stain removal charts which have been tested, or perhaps you have your own time-proven recipes.

Some of the more common stains (particularly on children's clothing) can be removed as follows:

Chewing Gum. If the stain is in a washable material, chill with ice or dip in very cold water. Scrape off as much as possible, and then wash in warm or hot suds. In non-washable materials, gum can be removed by chilling the material in ice. Then apply carbon tetrachloride.

Blood. Soak washable material in cold salt water, then wash in hot suds. If stain doesn't come out, try a mild bleach or hydrogen peroxide. If stain is in non-washable material, sponge with hydrogen peroxide.

Ice cream. Sponge washable material with cold water. Sponge non-washable material with carbon tetrachloride (be sure room is well-ventilated when using tetrachloride and follow directions carefully).

Milk, cream. Soak in lukewarm water, then wash in hot suds, providing material is washable. If material is not washable, sponge with carbon tetrachloride, let dry, sponge with lukewarm water. (Caution again if tetrachloride is used.)

Egg. Will come out in wash if water is not too hot. Remove from non-washable fabrics by scraping and sponging with carbon tetrachloride.

Grass. Dip washable fabric in warm soapy water and rub spot with fingers. If this doesn't do the trick, try a mild bleach. If fabric is not washable, sponge with a solution of denatured alcohol and water in equal parts until stain has been removed.

After the removal of stains from oiled clothing, you're ready to begin the actual washing. Be sure you use the fabric temperature guide given above and carefully follow the manufacturer's directions in the actual operation of the machine.



A crocheted bookmark for the readers in the family.

Doll crocheted of knitting worsted and stuffed with batting.

Cuddly panda will delight any youngster. Tie a huge satin bow at neck.



For Christmas . . .

Handmade Christmas gifts always carry an extra message of warmth. People are always doubly touched when they realize that a friend or relative has taken the time and loving care to actually create a gift to carry Yuletide greetings.

The doll, panda, and bookmark above are all easy to make—and will lighten the strain on your Christmas budget. Patterns are yours on request to the *Carolina Homemaker*, Box 1699, Raleigh, North Carolina. Just check the patterns you want on the coupon

below and mail to this address. Remember to enclose one stamped, addressed envelope for every third pattern you request.

Patterns listed on the coupon are extras we have on our shelves which should provide you with additional gift ideas.

We should also like to send you a copy of "Holiday Candles," which gives detailed instructions for making candles in the shape of heads, shadow boxes, bells, and Christmas trees.

Special Christmas Pattern Order Form

Please send me without charge pattern leaflets and/or booklets I have indicated below. I am enclosing a **STAMPED, SELF-ADDRESSED ENVELOPE** for the patterns I have checked. (No envelope necessary for booklets. Send one envelope for every three patterns.)

Needlecraft Patterns

- | | |
|--|--|
| <input type="checkbox"/> Crocheted Doll (P. C. 4388) | <input type="checkbox"/> Gloves (P. C. 8985) |
| <input type="checkbox"/> Crocheted Book Mark (83) | <input type="checkbox"/> Knitted Blouse (P. K. 8998) |
| <input type="checkbox"/> Panda (542) | <input type="checkbox"/> Baby Ensemble (P. C. 4094) |
| <input type="checkbox"/> Horse & Dancer (P. C. 6878) | <input type="checkbox"/> Potholders (S. 688) |

Booklets

"Make Your Own Holiday Candles"

Name

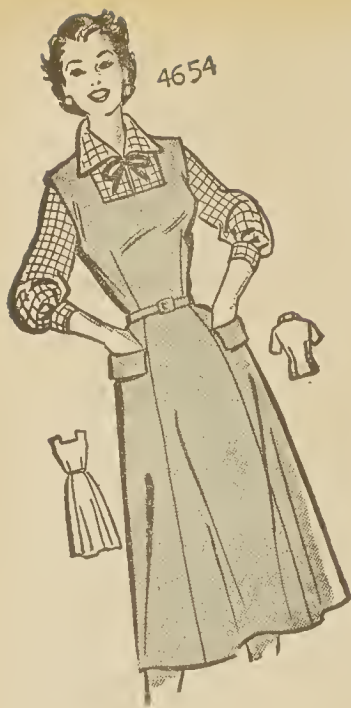
Electric Membership Corporation.....

Comments

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Mail coupon to *Rebekah Rivers, The Carolina Homemaker, Box 1699, Raleigh, N. C.*



4654. Sew-easy jumper and companion blouse fashioned for the shorter, fuller figure. A printed pattern in half sizes 14-1/2-24-1/2. Size 16-1/2 jumper takes 3 yards 39-inch fabric; blouse, 1-7/8 yards.



4785. Look pretty on kitchen duty—the princess lines of this handy apron are styled to slim the heavier figure. Women's Sizes 36-52. Size 36 takes 3 yards 35-inch fabric. Transfer of flower applique included.



4785

9279. Smart blouse bodice, rounded yoke, neat collar and cuffs. This is the dress you'll live in. Misses' Sizes 12-20; 30-42. Size 16 takes 4-7/8 yards 39-inch fabric.



9279

4806. Double diagonals are so becoming to the shorter, fuller figure. Add color contrast to point up the smart detail. Half Sizes 14-1/2-24-1/2. Size 16-1/2 takes 3-5/8 yards 39-inch fabric; 1/4 yards contrast.



4806



9169

9169. Stunning new sheath. The smooth, slim lines are a perfect background for the standaway collar. Misses sizes 10-18. Size 16 takes 3-5/8 yards 39-inch fabric.



9172

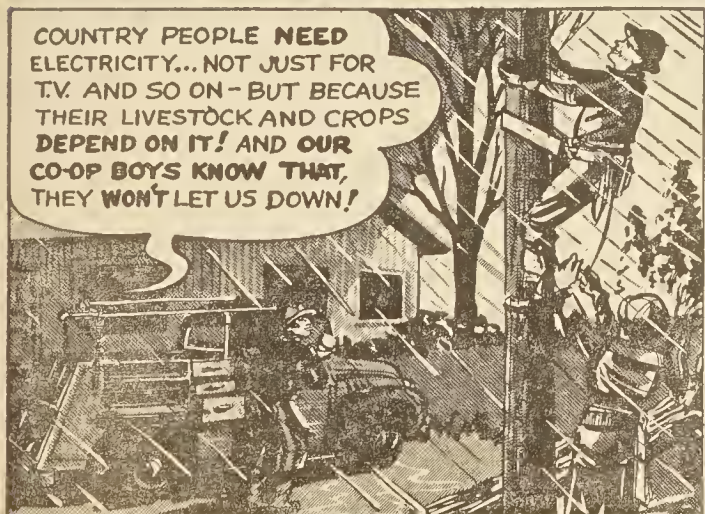
9172. From ONE pattern you can sew a complete wardrobe. Each garment is styled to slim and flatter the heavier figure. Women's Sizes 34-38. Size 36 skirt and vest take 3-5/8 yards 39-inch fabric. Blouse, 2-1/8 yards 35-inch.

9029. The long, long line beautifully fashioned in a dress that's lovely in almost any fabric. Misses Sizes 10-18. Size 16 takes 4-1/8 yards 39-inch material.



9029

Send **THIRTY-FIVE CENTS** (in coins, no stamps please) for each **DRESS** pattern (above) to: Carolina Farmer, P. O. Box 42, Old Chelsea Station, New York 11, New York. Add 25c for Fall-Winter fashion book. Do not order dress patterns from Carolina Farmer's Raleigh address.



Rural Exchange

RATES—10C PER WORD, CASH WITH ORDER. NO STAMPS. MINIMUM AD—\$2.00

● OF INTEREST TO WOMEN

\$350 FOR YOUR child's photo, all ages, if used for advertising. May also qualify for FREE CAMERA. Send photo for approval. Returned two weeks. ADVERTISERS, 6000-CNY Sunset, Los Angeles 28, Calif.

EARN \$40 WEEKLY sewing Babywear! No house selling! Rush stamped addressed envelope. Babywear, Warsaw, Indiana.

EMBROIDER STAMPED LINENS. Buy direct from Manufacturer and save. Send for FREE catalog. Dept. 104, MERRIBEE, 16 West 19th Street, New York 11, N. Y.

RAISE FUNDS EASILY! BIG PROFITS selling useful gifts, kitchen necessities, cards. Organizations — complete credit! FREE catalog. (Fast selling approval samples sent—if requested.) BEB Moneymakers, NC-1, Oneonta, New York.

SEW BABY SHOES at home. \$40 week possible. We contact stores for you. Tiny-Tot, Gallipolis 72, Ohio.

NYLON STOCKINGS—Seconds. Ideal for work at home. Beautiful shades. \$3.50 per dozen. Order COD, pay postman on delivery. All Shcer Hosiery Mills, 1249 Griswold, Detroit, Michigan.

SEW APRONS at home for stores. Easy, profitable home self-employment. Write: ADCO, Bastrop, Louisiana.

WONDERFUL XMAS GIFT: New, Miracle FOAM-O-CEL sponge "foams" away dirt, grease and grime from rugs, upholstery in minutes—at cost of pennies. Dip in water, wipe clean, that's all. Long-lasting. Contains MOTH-X-PEL for added protection. No muss or odor. ONLY \$1. ORDER SEVERAL. FOAM-O-CEL 106 Commercial Bldg., Raleigh, N. C.

● FOR SALE

CEMENTS. Anything broken at your house, Leech Cement or Glue will restore former beauty and usefulness. A glue for every purpose. Ask dealer or order from State Distributor, National Hog Medicine Co., Box 1634. Phone TE 2-8729, Raleigh, N. C.

SUBSCRIBE TO GOVERNMENT SURPLUS weekly. Lists all sales. Buy jeeps, tractors, etc. Direct from Government. Next 4 issues. \$1.00. Government Surplus, Paxton, Illinois.

MR. FARMER, for healthier livestock, use National Hog, Cow and Mule Medicines. Has been used for 35 years. Ask dealer or write us for free folder. National Hog Medicine Company, Box 1634, Raleigh, N. C.

500 ADDRESS LABELS — 50c. Excellent gift! Send 50c with name and address to Stanton Samenow, 4425 Butterworth Place, N. W., Washington 16, D. C.

● PATENTS, INVENTIONS

INVENTION RECORD and Patent Information Booklet free on request. Franklin W. Durgin, Registered Patent Agent, c/o Evergreen Farm, 12500 Meadowood Drive, Silver Spring, Maryland.

● MISCELLANEOUS

DO YOU HAVE an old auto, motorcycle, truck, steam tractor or old N. C. license tags stored away? Highest prices paid for early models. Write price wanted and complete information to J. J. Malpass, Burgaw, N. C.

POEMS WANTED FOR NEW SONGS. Send poems for free examination. Immediate consideration. SONGCRAFTERS, Lyric Dept., 2724 Arcade Station, Nashville, Tennessee

WANT TO BUY a good motor out of a wrecked car model 46 to 48 Ford, 6 or 8 cylinder. List price. Contact Vander Butler, Eagle Springs, Route 1.

LICENSE PLATES WANTED from 1910 to 1915. Also auto magazines before 1920. Please write. Anthony Shupienus, Newport, New Jersey.

● POULTRY

WHY PAY MORE! AAA HEAVY BREED COCKERELS \$5.95 per 100 (positively no Leghorns) C.O.D. AAA Heavy Breed all one breed our choice guaranteed Straight Run \$8.95 per 100. AAAA New Hampshire Reds, Rhode Island Reds, Barred Rocks, White Rocks, Wyandottes, Rock Crosses your choice of heavy breed straight run \$10.95 per 100. AAAA Heavy Breed Pullets \$16.95 per 100 S. C. White Leghorn (Large English Type) Creighton Strain Pullets \$25.95—100. White Leghorn straight run \$10.95—100. 100% Bloodtested, 100% Live Delivery Guaranteed. Prompt COD shipment. RUBY BABY CHICKS, Dept. NCRA-3, Norfolk, Virginia. (Phone Madison 29040).

SURE OUR CHICKS ARE SELLING! Why? Because we can furnish you healthier, better bred chicks for less money. It takes a lifetime of breeding to produce 75% to 95% layers. This was proved by our own Imperial Mating White Leghorn random flock that averaged 276 eggs per hen this past year. Trail's End balanced breeders are great layers of our time. Your faith in them will be rewarded with many dollars extra profit. Imperial Leghorns. New Super Hampshire Reds, White Rocks, Barred Rocks. Pullorum clean. Please write for free literature. Live and let live prices. Trail's End Poultry Farm, Gordonsville, Virginia.

MIRACLE AT MINGO

(Continued from Page 11)

day to pay their respects to the venerable couple.

Mr. Jackson is a charter member of the Mingo Grange, and an enthusiastic supporter of the community improvement program. Leaning on his rake handle in the yard of the Wesley Methodist Church, he reminisced on the activities of the past year.

"During this past year I've seen the most tremendous building program I've ever seen in this community," he said. "I've also seen the greatest emphasis put on religion ever before witnessed here. I'm so happy to have seen final plans made for our folks to get telephone service, too. Yes, this is a good place to live—and will continue to be a good place to live."

The time-weathered little church where Jacksons have worshipped for many years received a good face lifting during the improvement project. The community's interest in religion could be seen again a few Sundays ago when a congregation of some 30 people in the church took up a collection of \$450. The modern new Baptist Church in Mingo was completed during 1955—and completed debt-free. The members built portions of the edifice as they could afford it.

Earl Cecil Warren, the newest member of the Grange, is just as enthusiastic as is charter-member Jackson. "For a long time," he said, "I was a bit doubtful about the benefits of the Grange to the community and to me. But when I saw what it was doing in my neighborhood, I just had to get on the band-wagon, too." Warren is also a member of South River Electric.

The achievements of this community richly deserve the title "The Miracle of Mingo." The national judges who visited the community last month were justly impressed. But whether the community wins the \$10,000 prize or not is a secondary issue. The important aspect is that the members of a rural community by common effort could use the resources at hand and make their community a better place in which to live. And, more important still, those folks plan to continue improving and growing.

The Grange master's wife summed up the importance of the year's activities when asked what she thought was the most important result of the program. Mrs. Jernigan's reply was: "the feeling of satisfaction among the members of our community, and the enthusiasm that still makes them want to continue moving forward."

The Carolina Farmer

Reaches

123,000 Rural

North Carolinians

THE CAROLINA FARMER

LEARNING FAST

There was a young couple who loved dogs and had always had their home overrun with these pets. When a baby arrived everybody wondered how the infant would get along with all the four-footed animals.

A friend inquired, "Does the baby talk yet?"

"Not yet," the mother said, "but he's learning how to bark."

* * *

BAD ENOUGH

Two women were comparing notes about their husbands. "Pearl," said one, "who do you reckon's the laziest—your husband or mine?"

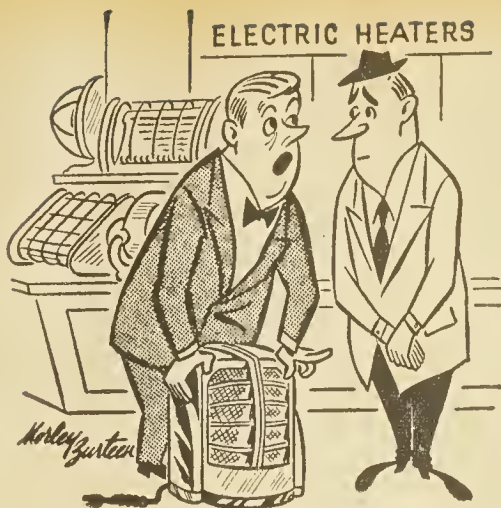
"I'm not guessin'," was the reply. "Things is bad enough without startin' no contests!"

* * *

JUST IN TIME

A housewife decided she'd spend a leisurely morning watching TV and drinking coffee. She had on her housecoat, her hair rolled up, cold cream on her face, and was looking a general mess when she heard the garbage man in the back. She went running out, inquiring "Am I too late for the garbage?"

He took one look at her, answering, "No, ma'm, hop right in!"



"How do you mean, do we have it in a half size warmer".

Hale!

PERFECT ANSWER

There was once a very conceited captain of an ocean liner who issued lordly invitations to passengers to dine at his table. One day a certain hard-headed individual received the coveted notice that he had been selected to sit with the captain. The note was returned with this message: "I paid \$500 for this passage—surely I am not expected to eat with the crew."

JOKESTER

In New York a playful airline pilot found himself suspended for thirty days after a number of alarmed passengers complained to the company about him.

They said he walked up and down in front of the passenger ticket line a few minutes before the take-off reading a book bearing a large title: "How to Fly in Ten Easy Lessons."

* * *

EXCHANGE

He was leading a handsome boxer on a new leash when he met his friend. "Look, Clem, what I got for my wife this morning."

Clem, as he admired the dog, exclaimed, "Gosh, you have all the luck. Wish I could make a trade like that!"

* * *

CONFUSED

The battered motorist slowly came to. "Where am I?" he asked.

"Take it easy, sir," said the nurse. "You're in 114."

Still doubtful, the motorist asked, "Room or cell?"

* * *

YOUR DEAL

Son: "Daddy, why can't I go out and play like all the other boys?"

Father: "Shut up and deal."

—Thanks to Union EMC



"Don't think I haven't noticed how you've been neglecting me!"



"Martha!"

It's All Yours

Know you own a magazine? Well, you do. This one.

Complying with a Post Office requirement, *Carolina Farmer* carries a formal statement of ownership elsewhere in this issue. It declares that Tarheel Electric Membership Association (TEMA) is the owner. And this makes you the real owner.

TEMA is your trade and service organization. It represents the 750,000 North Carolinians who are members of electric co-op families. It exists to further the interests of rural electrification and the rural electric co-op which you own.

You get this magazine because the board of directors of your EMC felt you were willing to pay the small subscription price to enjoy reading a farm publication that instructs members in better and fuller use of electricity; encourages them to take an active role in co-op business; and informs them of matters which affect their co-op and their farming and home-making.

Publication of *CF* is but one of the functions of TEMA. It also conducts power use programs, such as the TARHEEL PLAN which brings your co-op together with segments of the electric appliance industry in order to give you the best in electric equipment at the lowest cost and best service.

It sponsors instruction for your co-op workers, the purpose of which is to enable them to give you good service at low cost. It gives the public and public officials the true story of rural electrification. It sponsors vital research work to enable your business to remain a healthy, growing one.

In truth, this magazine and TEMA belong to you, and you need no invitation to visit us here on the ninth floor of the Commercial Building in Raleigh.

It's *your* business.

Law Determines Cut

It's useless to argue whether or not farmers should take a cut in tobacco acreage in '57.

The law which guarantees 90 per cent supports also spells out that the Secretary of Agriculture shall bring supply and demand together.

At best, this means a cut of 20 per cent; at worst, a cut of 35 per cent.



TARHEEL VIEWS

By
William T. Crisp

The next time you casually flick a switch and flood your room with light you might ponder for a moment this sober fact: Since 1944 a total of 11 men have died in the never-ceasing labor of keeping the current flowing.



The business of constructing and repairing over 40,000 miles of electric line is a dangerous one. North Carolina's 32 electric cooperatives employ some 600 men in this hazardous job. These men, striving constantly to "keep the lines hot," are fairly close to death during most of their working hours.

Nor do those 11 who have given their lives tell the whole story. Dozens of others have suffered injuries, some serious, some minor.

This is not to say that our cooperatives have a high record of on-the-job accidents. Quite the contrary. Our record is good and is getting better all the time, but a good safety record is not easy to come by in a business that is necessarily dangerous.

For that reason our cooperatives be-

gan a program of safety instruction and training over 10 years ago. It is a program with two full-time instructors who work constantly with our outside workmen, training them in safety practices and more effective work methods.

Cooperative members should have a keen appreciation of what these outside workmen do. More often than not a power failure is caused by some severe weather condition. This means that working the lines is even more dangerous than usual. Yet, with a persistence that shows a high devotion to duty, these men respond quickly to the call for repair work in all kinds of weather.

In the messy clean-up work that followed Hurricane Hazel there were many cooperative crews which worked round the clock. Their sole objective was to get the power back on just as soon as it was humanly possible.

So the next stormy night your power goes off you might keep this in mind: While you pace your warm, candle-lit living room in exasperation, there are men just down the road who, mid rain, wind and lightning, are literally risking their lives to restore your light.



Mammoth steam threshers on the Dakota prairies, Red River Valley. From the Bettman Archive.

Operation Thresh: 1878

BACK IN '78, threshing was a community project. Today, *one* crew and *one* combine can cover the same field in less time.

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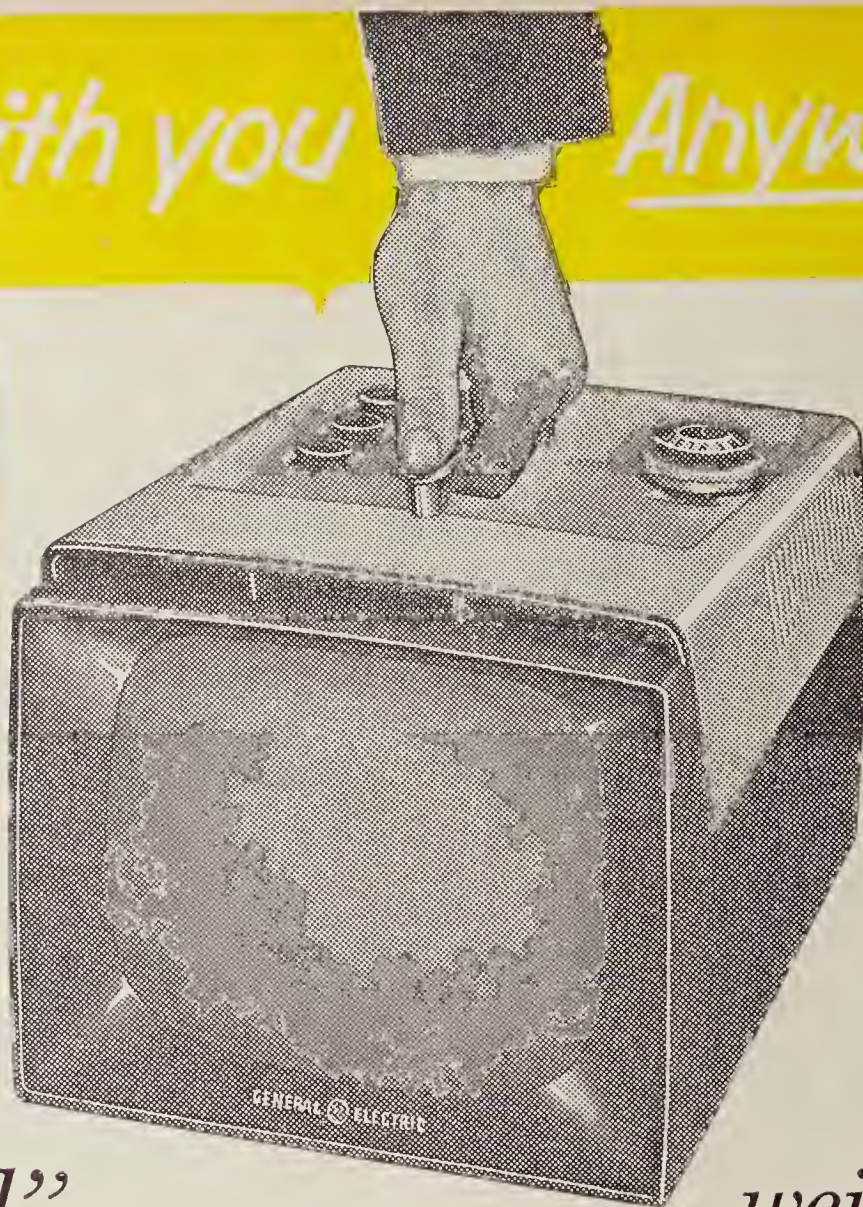
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